

CHAPTER II

REVIEW OF RELATED LITERATURE

In conducting this research, the writer collects and reviews the literature which was relevant to the theories and previous research findings. There are some related literatures that will be discussed in this chapter.

2.1 Sociolinguistics

According to Yule (2010:254), sociolinguistics is a part of sociolinguistics study which focuses on language which is dealing with social and cultural phenomenon in one society. Sociolinguistics refers to the study of theories about public relations and language, especially about differences that exist in language related to social factors. It can be included that sociolinguistics is not only related to language but also connects social aspects used by society. Because the nature of the language is unique and varied, each region has its own language and is different from the others. In the social environment, individuals and community groups have their own characteristics in conveying their language.

2.2 Bilingualism

Bilingualism is the ability of a speaker to use two languages equally well when communicate in all aspects in life. Bilingualism is a concept that often related to code switching. As bilingualism resists limitation, it is open to all sorts of definitions, descriptions, and interpretations. Poplack (2000: 230) in his study explained that the degree of bilingualism affects the degree of code switching in conversation among peers.

2. 3 Code Switching

According to Callahan (2004) code switching is the use of words and structures from more than one language or linguistic variety by the same speaker within the same speech situation, conversation or utterance. Wardhaugh (2006) also argued that most speakers command several varieties of any language they speak, and bilingualism, even multilingualism, is the norm for many people throughout the world rather than unilingualism. In bilingual society, people sometimes do code switching within a domain and social interaction. People usually asked to choose a specific code every time they speak and they also have to decide to switch from one code to another code or mix it although in short utterance, and absolutely with a certain purpose.

2. 4 Types of Code Switching

Wardhaugh (2006) divides code-switching into two types: the first type is situational code switching and second type is metaphorical code switching.

2.4.1 Metaphorical Code-switching

Metaphorical code-switching happens when a change of topic requires a change in the language used. Some topics may be discussed in either code, but the choice of code adds a distinct flavor to what is said about the topic. In metaphorical code switching changes the code as redefined the situation: formal to informal, official to personal, serious to humorous and politeness to solidarity.

2.4.2 Situational Code-switching

Situational Code-switching occurs when the languages used change according to the situations in which the conversant find themselves: they speak one language in one situation and another in a different one. Instances of situational code switching are usually fairly easy to classify for what they are. What we observe is that one variety is used in a certain set of situations and another in an entirely different set. However, the changeover from one to the other may be instantaneous.

2.4.3 Reason of Using Code Switching

According to Malik (1994) discussing the sociolinguistics of code switching of the language situation in India explained ten reasons for speakers to code-switch:

a. Lack of facility

When certain concepts in a variety are not available in the other, bilingual speakers switch code to express themselves and at the same time avoid unnecessary misunderstanding and loss of intended meaning.

b. Lack of registral competence

Bilinguals may find difficulties in choosing appropriate words in the target language for specific topics and choose to codeswitch when they are not equally competent in the two languages.

c. Mood of the speaker

Code-switching takes place when bilinguals are in different moods such as angry, anxious or nervous. Although the intended words are available in both

languages, bilinguals may code-switch when the words in the other language seem to take less effort and time to be used at that particular moment.

d. To amplify and emphasize a point

Bilinguals may code-switch on selected parts of a speech to make sure that listeners know what to highlight and focus on in situations such as an argument.

e. Habitual expressions

Code-switching also happens commonly in fixed phrases such as greetings, commands, requests, apologies and discourse markers. This may suggest strength to a speech such as warning or threat.

f. Semantic significance

Used as a verbal strategy, code-switching can convey important and meaningful linguistic and social information.

g. To show identity with a group

Code-switching is used to signify shared values and experiences by people of a same group or culture. Hence, words and phrases are retained in their original languages to represent a sense of belonging and familiarity to the group.

h. To address different audience

Similar to Gumperz's (1982) addressee specification, different languages are used to convey messages when they are targeted to different listeners or recipients.

i. Pragmatic reasons

Sometimes, code-switching is dependent on the context of a conversation or other factors such as formality, participants and location where a conversation is taking place. So, code-switching may portray a varying degree of speakers involvement.

j. To attract attention

When two languages or more are used in the media or advertisements, audience are often attracted to the language that they are familiar with first. Labeled as undisciplined, this kind of language usage has been banned from national television of Malaysia for negative attention and degradation of national language and identity (Abu Bakar, 2009).

2.4 Facebook as a Social Media

Facebook is a social network website that provides an extensive number of features for its users to socialize and share information about themselves. Users can sign up on the website with a valid e-mail address and create a profile page, allowing them to keep updated with friends' social activities, upload photos, share links and videos and connect with people. As of January 2011, the network was estimated to have more than 600 million monthly active users worldwide (Carlson, 2011). One of the main features is the News Feed where users can publish status updates and share them with users in their network. The status updates posted on users' profiles pages will then available to be replied or commented on at any time by other users. Thus, Facebook has become the leading

social network platform on the internet and a vital communication tool globally
(Eldin, 2014)

